WHAT IS CLAIMED IS:

1. A method for generating phrase chunking rules for titles of records in a database, said method comprising the steps of:

    part-of-speech tagging the title of each record in a first set of records;

    creating a plurality of phrase chunking rules based on patterns of part-of-speech tags in the tagged titles; and

    applying the phrase chunking rules to the titles of records in a second set of records so as to generate indexes for the records in the second set of records.

2. The method of claim 1, further comprising the step of modifying the phrase chunking rules if coverage of the second set of records by the phrase chunking rules does not reach a predetermined threshold.

3. The method of claim 2, further comprising the step of repeating the applying step and the modifying step until the coverage of the second set of records by the phrase chunking rules reaches the predetermined threshold.

4. The method of claim 2, further comprising the step of:

    after the applying step, generating a third set of records consisting of records in the second set of records that were not covered by the phrase chunking rules.

5.   The method of claim 1, wherein in the part-of-speech tagging step, words of the title of each record in the first set of records are assigned part-of-speech tags, and the part-of-speech tags include descriptiveness attribute tags.

6.   The method of claim 1, wherein the first set of records is a subset of the second set of records.

7.   The method of claim 1,

wherein the second set of records includes all of the records in the database, and

the first set of records includes at least one record that is not in the database.

8.   The method of claim 1, wherein the creating step includes the sub-step of creating at least one of the phrase chunking rules based on human factors analysis.

9.   The method of claim 1, wherein the phrase chunking rules include at least one of context sensitive phrase chunking rules and statistical phrase chunking rules.

10.   The method of claim 1, wherein each title is one of a product name, a part name, a movie title, a show title, and an album title.

11.   A method for retrieving records from a database, said method comprising the steps of:

applying a plurality of phrase chunking rules to titles of the records in the database so as to generate indexes for the records in the database;

receiving a request for one of the records in the database, the request including at least part of the title of one of the records in the database;

comparing the at least part of the title that is received with the indexes that were generated; and

if the at least part of the title that is received matches one of the indexes, retrieving the record corresponding to the one index.

12.   The method of claim 11, further comprising the steps of:

part-of-speech tagging the title of each record in a first set of records; and

creating the plurality of phrase chunking rules based on patterns of part-of-speech tags in the tagged titles.

13.   The method of claim 12, further comprising the steps of:

modifying the plurality of phrase chunking rules if coverage of the records in the database by the phrase chunking rules does not reach a predetermined threshold; and

repeating the applying step and the modifying step until the coverage of the records in the database by the phrase chunking rules reaches the predetermined threshold.

14.   The method of claim 12, wherein the first set of records includes at least one record that is not in the database.

15.   A machine-readable medium encoded with a program for generating phrase chunking rules for titles of records in a database, said program containing instructions for performing the steps of:

   part-of-speech tagging the title of each record in a first set of records;

   creating a plurality of phrase chunking rules based on patterns of part-of-speech tags in the tagged titles; and

   applying the phrase chunking rules to the titles of records in a second set of records so as to generate indexes for the records in the second set of records.

16.   The machine-readable medium of claim 15, wherein said program further contains instructions for performing the step of modifying the phrase chunking rules if coverage of the second set of records by the phrase chunking rules does not reach a predetermined threshold.

17.   The machine-readable medium of claim 16, wherein said program further contains instructions for performing the step of repeating the applying step and the modifying step until the coverage of the second set of records by the phrase chunking rules reaches the predetermined threshold.

18.   The machine-readable medium of claim 16, wherein said program further contains instructions for performing the step of:

after the applying step, generating a third set of records consisting of records in the second set of records that were not covered by the phrase chunking rules.

19.   The machine-readable medium of claim 15, wherein in the part-of-speech tagging step, words of the title of each record in the first set of records are assigned part-of-speech tags, and the part-of-speech tags include descriptiveness attribute tags.

20.   The machine-readable medium of claim 15, wherein the creating step includes the sub-step of creating at least one of the phrase chunking rules based on human factors analysis.

21.   The machine-readable medium of claim 15, wherein the phrase chunking rules include at least one of context sensitive phrase chunking rules and statistical phrase chunking rules.

22.   A machine-readable medium encoded with a program for retrieving records from a database, said program containing instructions for performing the steps of:

applying a plurality of phrase chunking rules to titles of the records in the database so as to generate indexes for the records in the database;

receiving a request for one of the records in the database, the request including at least part of the title of one of the records in the database;

comparing the at least part of the title that is received with the indexes that were generated; and

if the at least part of the title that is received matches one of the indexes, retrieving the record corresponding to the one index.

23.   The machine-readable medium of claim 22, wherein said program further contains instructions for performing the steps of:

part-of-speech tagging the title of each record in a first set of records; and

creating the plurality of phrase chunking rules based on patterns of part-of-speech tags in the tagged titles.

24.   The machine-readable medium of claim 23, wherein said program further contains instructions for performing the steps of:

modifying the plurality of phrase chunking rules if coverage of the records in the database by the phrase chunking rules does not reach a predetermined threshold; and

repeating the applying step and the modifying step until the coverage of the records in the database by the phrase chunking rules reaches the predetermined threshold.

25.   The machine-readable medium of claim 23, wherein the first set of records includes at least one record that is not in the database.

26.   A system for generating phrase chunking rules for titles of records in a database, said system comprising:

a part-of-speech tagger for part-of-speech tagging the title of each record in a first set of records;

first means for creating a plurality of phrase chunking rules based on patterns of part-of-speech tags in the tagged titles; and

an indexer for applying the phrase chunking rules to the titles of records in a second set of records so as to generate indexes for the records in the second set of records.

27.   The system of claim 26, wherein the first means modifies the phrase chunking rules if coverage of the second set of records by the phrase chunking rules does not reach a predetermined threshold.

28.   The system of claim 26, wherein the part-of-speech tagger assigns part-of-speech tags to words of the title of each record in the first set of records, and the part-of-speech tags include descriptiveness attribute tags.

29.   The system of claim 26, wherein the first set of records is a subset of the second set of records.

30.   The system of claim 26, wherein the phrase chunking rules include at least one of context sensitive phrase chunking rules and statistical phrase chunking rules.

31.   The system of claim 26, further comprising:

an interface for receiving a request for one of the records in the second set of records, the request including at least part of the title of one of the records in the second set of records;

second means for comparing the at least part of the title that is received with the indexes that were generated; and

third means for retrieving the record corresponding to the one of the indexes if the at least part of the title that is received matches the one index.

32.   The system of claim 31, wherein the first means modifies the phrase chunking rules if coverage of the second set of records by the phrase chunking rules does not reach a predetermined threshold.